



News Release

For more information contact:

Roy Slicker – Owner
Slick's Que Co.
(541) 771-1822
roy.slicker@yahoo.com

Kell Phelps - President NBBQA (912) 384-2276 kell@barbecuenews.com	Jeff Allen – Executive Director NBBQA (888) 909-2121 jallen@hqtrs.com
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Sisters Oregon Restaurant Owner Elected President of the National Barbeque Association – Election caps 6,800 BBQ Tour

Sisters, OR – April 18, 2011 – The National Barbeque Association (NBBQA) held its annual convention this year in Greenville, SC at the Embassy Suites Hotel March 23-26. It is very exciting to announce that Sisters Oregon resident Roy Slicker, owner of Sisters based Slick's Que Co., has been elected President-Elect of the NBBQA by its Board of Directors. Roy Slicker, a very passionate participant in the NBBQA, has worked very hard on many aspects within the association, traveled extensively doing barbeque research and applied his active networking abilities to raise awareness of the NBBQA and its benefits to competitors, business owners and backyard enthusiasts. Jeff Allen, Executive Director of the NBBQA said, "Roy has brought a tremendous amount of energy and dedication to the NBBQA Board of Directors. His selection as President-Elect should come as no surprise to those who have worked closely with him."

Held every year, the NBBQA's convention provides its members, consisting of competition teams, restaurateurs, caterers, suppliers and enthusiasts from the U.S., Canada and beyond, with educational seminars, demonstrations, round table discussions with BBQ Masters, regional BBQ tours and a public day where the surrounding communities get a chance to try some amazing food. The event also has cooking classes on various techniques and styles, judging classes for Kansas City Barbeque Society (KCBS) and Memphis Barbeque Network (MBN), and time to network with some of the best barbeque people in the business. This year's event was also attended by TV network producers and several regional and local TV and Radio stations that broadcast the event live. Several videos of the event are on YouTube under NBBQA 2011.

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During the event, the NBBQA Board and Directors meets to discuss many issues, including election of officers and various other matters. The NBBQA's Board and its executives set the tone for the association and its membership moving forward. The Board looks for individuals that are knowledgeable on all aspects of barbeque, can interact well with others and have a wide range of skills that would be helpful to the association. Mr. Slicker was nominated for the top position several months ago and voted in as President-Elect at the annual meeting. His term starts in 2013. Current NBBQA President Kell Phelps said, "I feel Roy has been a huge plus to the NBBQA and to the barbecue industry as a whole. His recent achievements have set a pattern for his success and are the basis for his successful barbecue restaurant. With Roy's energy, knowledge and passion for barbecue I can see him help lead this organization to heights it has never known." Roy Slicker said, "It's an incredibly huge honor yet very humbling to be thrust into this position in an organization filled with so many legendary barbeque people. I'm just following my heart and passion with a group of like-minded people."

Under Mr. Slicker's direction, Slick's Que Co. of Sisters Oregon has been serving up award winning traditional Southern and Texas "Low and Slow" barbeque meats and old family recipe sides, salads and desserts since 2009. Slick's, a popular destination for people throughout the Northwest, has also been independently tested, rated and listed as one of the "Best of the Best BBQ Restaurants in America" by Barbeque News. Slicker has traveled many miles to perfect his "Que". In 2010 alone, Slicker burned a lot of fuel racking up over 29,400 miles on numerous barbeque tours all over the U.S. As he puts it, "BBQ is part of the fabric that makes up Americana. It brings people together like no other food. And if you want to experience its roots and all the different styles, you can't see or taste it from an airplane. You need to get out there and make friends. I offer to help in the kitchens, help prep, trade ideas or I just hang out and listen to stories you simply wouldn't believe." He went on to say, "There are fish stories and

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then there are BBQ stories. Just don't ever ask what you know would be secrets to winning big competitions. They'll send you off in a direction that will only lead to a loss of mind and meat.

Last month, Slicker traveled again, this time through the Mid-west, Texas and The South. Traveling nearly 6,800 miles and stopping at 34 BBQ joints, he tried many different types of barbeque and made several new friends in Idaho, Utah, Wyoming, Colorado, Nebraska, Kansas, Missouri, Tennessee, Kentucky, North Carolina, South Carolina, Georgia, Alabama, Arkansas, Oklahoma, Texas, New Mexico, Arizona and Nevada. He always looks forward to coming home to family, a long sleep and diet of salad for a few weeks. He likes to point out, "If you're going to go on one of these trips, taste and learn – but don't eat like it's your last meal. I'd be 1,000 lbs real quick with the amount of places I visit."

About the NBBQA

The mission of the National Barbecue Association is to provide the barbecue community with a visionary, beneficial and responsive association. NBBQA's goals are to promote the art and enjoyment of barbecue, facilitate the effective networking of industry resources and to foster new business opportunities. National Barbecue Association 455 South Fourth Street Suite 650 Louisville, KY 40202 www.nbbqa.org

About Slick's Que Co.

Slick's Que Co. is an authentic pit BBQ restaurant and related products company located in Sisters Oregon at 240 E. Cascade (541) 719-0580. The restaurant offers dine-in, take-out and catering services and its products, available in grocery stores, include original recipe BBQ sauces and rubs. Slick's utilizes an authentic pit "low and slow" method of smoking meats to achieve the most tender and moist BBQ available in the Northwest. Slick's in Sisters is open Wednesdays for lunch 11:00AM- 3:00PM and Thursday through Sunday 11:00AM – 8:00PM or until they're out of BBQ for the day, which happens on busy days. www.slicksqueco.com

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